	EC'd Yes	Rep Order#
		6835929
		Ver# 1
		Mod# 0
		1 Mod# 0 Status Confirmed
Showing Buylines: All Lines	Last Received:	Traffic Order# 104655
dl Lines	Last Received: 07/24/2012 11:53 AM	Printed: 07/24/2012 2:39 PM

Station KSNV-TV LAS VEGAS, NV.
Advertiser () RNC/ROMNEY FOR PRES
Product RNC - ROMNEY
Estimate# 279
Bnyer STEPHANIE KINCAID
Phone# Fax# Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //279
Flight Dates 07/25/2012 - 07/31/2012
Hiatus Weeks

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RNC - ROMNEY SC=* - CONTRACT COMMENT -

Rep Firm

HIA EARY

Salesperson Phone#	Sales Office (Salesperson (
215-568-654) PHILADELPH
215-568-184) AMY MCCRE

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W-F Buyli 1X/DA	M-TU Buyli 3X/DA	W-F Buyli 1x/DA	M-TU Buyli 2x/DA	M-TU Buyli 2x/DA	W-F Buyli 2x/DA	W-F Buyli 1X/DA	M-TU Buyli 2X/DA	Day
10A-11A ne Comment	9A-4P ne Comment Y WITH MAX	9A-10A ine Comment	9A-10A ne Comment Y WITH MAX	7A-9A .ne Comment .Y WITH MAX	7A-9A .ne Comment .Y WITH MAX	6A-7A .ne Comment	U 6A-7A U 6A-7A Buyline Comment: WAKE 2X/DAY WITH MAX SEP	Time
10A-11A Buyline Comment: TODAY SHOW 3 1X/DAY	U 9A-4P Buyline Comment: OLY DAYTIME 3X/DAY WITH MAX SEP	9A-10A Buyline Comment: TODAY SHOW 2 1X/DAY	U 9A-10A Buyline Comment: TODAY SHOW 2 2X/DAY WITH MAX SEP	U 7A-9A Buyline Comment: TODAY SHOW 2X/DAY WITH MAX SEP	7A-9A Buyline Comment: TODAY SHOW 2X/DAY WITH MAX SEP	6A-7A Buyline Comment: WAKE W/WAGNRS2 1X/DAY	: WAKE W/WAGNRS2 SEP	Program
: 30	:30	:30	:30	:30	: 30	: 30	: :30	Len
\$325.00	\$1,200.00	\$500.00	\$500.00	\$1,400.00	\$1,400.00	\$700.00	\$700.00	Rate
07/25-07/27	07/30-07/31	07/25-07/27	07/30-07/31	07/30-07/31	07/25-07/27	07/25-07/27	07/30-67/31	Dates
ω .	জ	ω	41,	44	Ø	ω	41 	Spots/Week
<u> </u>	Ь	H	ما	H	H	H	ا دم ا ا ا	₩eeks
ω	a	ω	172	ch.	σ	ω	4	Total Spots
\$975.00	\$7,200.00	\$1,500.00	\$2,000.00	\$5,600.00	\$8,400.00	\$2,100.00	\$2,800.00	Total Cost
								Daypart

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17 W-F 5P-630P Buyline Comment: NEWS 3 AT 5 2X/DAY WITH MAX SEP	16 M-TU 430P-5P Buyline Comment: NEWS 2X/DAY WITH MAX SEP	15 W-F 430P-5P Buyline Comment: NEWS 2X/DAY WITH MAX SEP	14 W-F 4P-430P Buyline Comment: FIRST NEWS 3-4 1X/DAY	13 M-TU 4P-430P Buyline Comment: FIRST NEWS 3-4 2X/DAY WITH MAX SEP	12 W-F 3P-4P Buyline Comment: DR PHIL 1X/DAY	11 W-F 2P-3P Buyline Comment: DOCTORS 1X/DAY	10 W-F 1P-2P Buyline Comment: DAYS OF OUR LIVES 1X/DAY	9 W-F 12P-1230P Buyline Comment: NEWS AT NOON 2X/DAY WITH MAX SEP	Fux# LT In Day Time Program	Station KSNV-TV LAS VEGAS, NV. Advertiser ().RNC/ROMNEY FOR PRES Product RNC - ROMNEY Estimate# 279 Buyer STEPHANIE KINCAID Phone# For#	Rep Order# 6835929 Ver# 1 Mod# 0 Status EC'd Yes
										Agency (). 138 CON BEVERU Agency C/P1/P2/E Flight Dates Hiatus Weeks	Status Confirmed
:30	:30	:30	:30	:30	:30	:30	:30	:30	Len) AMERI ONANT S ERLY, MA 2/E //2 07/25	Traffic
\$1,000.00	\$700.00	\$700.00	\$700.00	\$700.00	\$450.00	\$175.00	\$425.00	\$425.00	Rate	MERICAN RAMBLER F INT STREET 7, MA 02494 07/25/2012 - 07/31/2012	Traffic Order# 104655 Sho
07/25-07/27	07/30-07/31	07/25-07/27	07/25-07/27	07/30-07/31	07/25-07/27	07/25-07/27	07/25-07/27	07/25-07/27	Dates	() AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494 P1/P2/E //279 ses 07/25/2012 - 07/31/2012	555 Prin Last Received: 07/ Showing Bnylines: All Lines
Ø	42	თ	ω	4	ω	ω	ω	Ø	Spots/Week	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#	ıte d: 24/2012 1
H	H	Н	Ч	μı	₽	نسا	<u>د</u> ر	j.	We of	опе# Х#	07/24/2012 2:39 PM 1:53 AM
Ø	dr	ത	W	44	ω	ω	ω	Q	Total) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845	2:39 PM
\$6,000.00	\$2,800.00	\$4,200.00	\$2,100.00	\$2,800.00	\$1,350.00	\$525.00	\$1,275.00	\$2,550.00	Total Cost	YHIA LEARY 540 845	

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Daypart

	EC'd Ves	Rep Order#
		6835929
		Ver# 1
		Mod# 0
		Status Confirmed
2		Traffic Order# 104655
	Last Received:	
17 7 .	07/24/2012 11:53 AM	Printed:
	11:53 AM	07/24/2012 2:3

H Fax# Phone# Station Buyer Product Advertiser Estimate# 27 26 25 24 23 22 21 20 19 18 E KSNV-TV LAS VEGAS, NV.

'' () .RNC/ROMNEY FOR PRES STEPHANIE KINCAID 279 RNC - ROMNEY SA ΣI W-THD-I-M Z I DI-M DT-M Day ¥ I Buyline Comment: NEWS 3 AT 11 1X/DAY Buyline Comment: TONITE SHOW NBC 1X/DAY Buyline Comment: WHEEL 1X/DAY Buyline Comment: WHEEL 1X/DAY Buyline Comment: JEOPARDY 2x/DAY WITH MAX SEP Buyline Comment: JEOPARDY 2X/DAY WITH MAX SEP Buyline Comment: NEWS 2X/DAY WITH MAX SEP Buyline Comment: Buyline Comment: 1130P-1230A 11P-1130P Time 8P-12A 12A-1230A 7P-730P 7P-730P 630P-7P 630P-7P 5P-630P 730P-12A OLY OPENING CEREMONY OLY LATE NIGHT Program ω ĀΤ បា Hiatus Weeks Flight Dates Agency C/P1/P2/E Agency () AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494 !/PI/P2/E //279 : 30 :30 :30 :30 :30 Len :30 :30 :30 :30 :30 07/25/2012 - 07/31/2012 \$6,000.00 \$10,000.00 \$1,000.00 \$425.00 \$1,100.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 Showing Buylines: All Lines 07/28-07/28 07/27-07/27 07/27-07/27 07/25-07/27 07/25-07/26 07/25-07/27 07/30-07/31 07/30-07/31 07/30-07/31 07/25-07/27 Dates 1111 N ω N N ω ۵ മ ₽ Spots/Week Sales Office (Salesperson (Salesperson Phone# Salesperson FAX# Rep Firm ₩0 0 ks Н **|--**0 _) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845 2:39 PM N ш w N N W Total Spots 47 Φ \$12,000.00 \$10,000.00 \$1,000.00 \$1,275.00 \$2,000.00 \$3,000.00 \$4,000.00 \$6,000.00 \$4,000.00 \$2,200.00 Total Cost

Buyline Comment: OLY WEEKEND PRIMETIME

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Daypart

Rep Order# EC'd Yes	
6835929	
Ver#	
<u> </u>	
Mod# 0	
Status	
Confirmed	
Traffic Order# 104655 Last	
Received:	
Printed: 07/24/2012	
07/24/2012 2:39 PM 11:53 AM	
	6835929 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104655 Printed:

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Fax# Phone# Station KSNV-TV LAS VEGAS, NV.
Advertiser ().RNC/ROMNEY FOR PRES
Product RNC - ROMNEY Estimate# Bnyer STEPHANIE KINCAID 279 Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //279 Flight Dates Hiatus Weeks 07/25/2012 - 07/31/2012 Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#

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Day

Time

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Dates

Spots/Week

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Total Spots

Total Cost

Daypart

) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845

32 30 29 $\frac{3}{2}$ 28 DS SU SU ΚS SA Buyline Comment: OLY WEEKEND PRIME Buyline Comment: OLY LATE NEWS Buyline Comment: OLY WEEKEND DAYTIME Buyline Comment: OLY LATE NEWS 5A-6P 12A-1230A 8P-12A 12A-1230A 5A-6P :30 :30 :30 :30 :30 \$1,700.00 \$1,700.00 \$1,000.00 \$1,000.00 \$6,000.00 07/29-07/29 07/29-07/29 07/29-07/29 07/28-07/28 07/28-07/28 ıΙΣ N ப N N 1-2 N 1 \$6,000.00 \$6,800.00 \$2,000.00 \$3,400.00 \$2,000.00

-REPORT TOTALS-

Buyline Comment: OLY WEEKEND DAYTIME

Report Totals: 110 / \$119,850.00

-SALES MONTHLY TOTALS-

Jul 12: 74 / \$86,650.00 Aug 12: 36 / \$33,200.00

Station Totals: 110 / \$119,850.00 Sales Totals: 110 / \$119,850.00

Lines not sent/rcld/rtrn: 0 / \$0.00

-COMPETITIVE-

Market Totals

\$119,850

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KVCW KINC

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KVMY KLAS

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-COMPETITIVE COMMENTS-

WAITING ON COMP FROM REST OF MARKET

Rep Order# EC'd Yes Buyer Phone# Station KSNV-TV LAS VEGAS, NV.
Advertiser () RNC/ROMNEY FOR PRES
Product RNC - ROMNEY Estimate# STEPHANIE KINCAID 6835929 Ver# 1 Mod# 0 Status Confirmed Agency () AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494 %P1/P2/E //279 Traffic Order# 104655 Last Received: 07/2 Showing Buylines: All Lines **Printed:** 07/24/20 07/24/2012 11:53 AM Rep Firm Sales Office (Salesperson (07/24/2012 2:39 PM) PHILADELPHIA) AMY MCCREARY

Agency C/P1/P2/E Flight Dates 07/25/2012 - 07/31/2012

Hiatus Weeks

CASH IN ADVANCE -- CREDIT RISK --

Books Demos

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Fax#

Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

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